

BrokerCheck Report

KEVIN JAY HERMENING

CRD# 2070967

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When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

Please contact FINRA with any concerns.

About BrokerCheck®

BrokerCheck offers information on all current, and many former, registered securities brokers, and all current and former registered securities firms. FINRA strongly encourages investors to use BrokerCheck to check the background of securities brokers and brokerage firms before deciding to conduct, or continue to conduct, business with them.

- **What is included in a BrokerCheck report?**

- BrokerCheck reports for individual brokers include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards. BrokerCheck reports for brokerage firms include information on a firm's profile, history, and operations, as well as many of the same disclosure events mentioned above.
- Please note that the information contained in a BrokerCheck report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the broker or brokerage firm, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

- **Where did this information come from?**

- The information contained in BrokerCheck comes from FINRA's Central Registration Depository, or CRD® and is a combination of:
 - information FINRA and/or the Securities and Exchange Commission (SEC) require brokers and brokerage firms to submit as part of the registration and licensing process, and
 - information that regulators report regarding disciplinary actions or allegations against firms or brokers.

- **How current is this information?**

- Generally, active brokerage firms and brokers are required to update their professional and disciplinary information in CRD within 30 days. Under most circumstances, information reported by brokerage firms, brokers and regulators is available in BrokerCheck the next business day.

- **What if I want to check the background of an investment adviser firm or investment adviser representative?**

- To check the background of an investment adviser firm or representative, you can search for the firm or individual in BrokerCheck. If your search is successful, click on the link provided to view the available licensing and registration information in the SEC's Investment Adviser Public Disclosure (IAPD) website at <https://www.adviserinfo.sec.gov>. In the alternative, you may search the IAPD website directly or contact your state securities regulator at <http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/P455414>.

- **Are there other resources I can use to check the background of investment professionals?**

- FINRA recommends that you learn as much as possible about an investment professional before deciding to work with them. Your state securities regulator can help you research brokers and investment adviser representatives doing business in your state.

Thank you for using FINRA BrokerCheck.



Using this site/information means that you accept the FINRA BrokerCheck Terms and Conditions. A complete list of Terms and Conditions can be found at brokercheck.finra.org



For additional information about the contents of this report, please refer to the User Guidance or www.finra.org/brokercheck. It provides a glossary of terms and a list of frequently asked questions, as well as additional resources. For more information about FINRA, visit www.finra.org.



KEVIN J. HERMENING

CRD# 2070967

Currently employed by and registered with the following Firm(s):

IA AMERIPRISE FINANCIAL SERVICES, LLC
 200 Washington St Ste 280
 Wausau, WI 54403
 CRD# 6363
 Registered with this firm since: 04/18/2018

B AMERIPRISE FINANCIAL SERVICES, LLC
 200 Washington St Ste 280
 Wausau, WI 54403
 CRD# 6363
 Registered with this firm since: 04/18/2018

Report Summary for this Broker

This report summary provides an overview of the broker's professional background and conduct. Additional information can be found in the detailed report.

Broker Qualifications

This broker is registered with:

- 1 Self-Regulatory Organization
- 25 U.S. states and territories

This broker has passed:

- 1 Principal/Supervisory Exam
- 3 General Industry/Product Exams
- 2 State Securities Law Exams

Registration History

This broker was previously registered with the following securities firm(s):

- IA HERMENING ADVISORY SERVICES LLC**
 CRD# 134927
 WAUSAU, WI
 02/2006 - 05/2018
- B FIRST ALLIED SECURITIES, INC.**
 CRD# 32444
 STEVENS POINT, WI
 05/2008 - 04/2018
- IA FIRST ALLIED ADVISORY SERVICES, INC.**
 CRD# 137888
 SAN DIEGO, CA
 01/2007 - 04/2018

Disclosure Events

All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.

Are there events disclosed about this broker? **Yes**

The following types of disclosures have been reported:

Type	Count
Customer Dispute	6



Broker Qualifications

Registrations

This section provides the self-regulatory organizations (SROs) and U.S. states/territories the broker is currently registered and licensed with, the category of each license, and the date on which it became effective. This section also provides, for every brokerage firm with which the broker is currently employed, the address of each branch where the broker works.

This individual is currently registered with 1 SRO and is licensed in 25 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **AMERIPRISE FINANCIAL SERVICES, LLC**

Main Office Address: **9013RD AVENUE SOUTH
MINNEAPOLIS, MN 55402**

Firm CRD#: **6363**

	SRO	Category	Status	Date
B	FINRA	General Securities Principal	Approved	04/18/2018
B	FINRA	General Securities Representative	Approved	04/18/2018
B	FINRA	Invest. Co and Variable Contracts	Approved	04/18/2018

	U.S. State/ Territory	Category	Status	Date
B	Arizona	Agent	Approved	04/18/2018
B	California	Agent	Approved	04/18/2018
B	Colorado	Agent	Approved	04/18/2018
B	Florida	Agent	Approved	04/18/2018
B	Georgia	Agent	Approved	01/06/2025
B	Illinois	Agent	Approved	07/05/2018
B	Indiana	Agent	Approved	10/15/2020
B	Iowa	Agent	Approved	04/30/2018
B	Kentucky	Agent	Approved	04/30/2018
B	Michigan	Agent	Approved	04/18/2018



Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Minnesota	Agent	Approved	05/01/2018
B	Montana	Agent	Approved	06/12/2018
B	Nebraska	Agent	Approved	10/24/2019
B	Nevada	Agent	Approved	04/18/2018
B	New Hampshire	Agent	Approved	05/16/2019
B	New York	Agent	Approved	04/18/2018
B	North Carolina	Agent	Approved	03/11/2024
B	South Carolina	Agent	Approved	05/23/2019
B	South Dakota	Agent	Approved	04/18/2018
B	Tennessee	Agent	Approved	11/30/2022
B	Texas	Agent	Approved	04/18/2018
IA	Texas	Investment Adviser Representative	Restricted Approval	04/18/2018
B	Vermont	Agent	Approved	02/24/2020
B	Virginia	Agent	Approved	04/18/2018
B	Washington	Agent	Approved	05/16/2019
B	Wisconsin	Agent	Approved	04/18/2018
IA	Wisconsin	Investment Adviser Representative	Approved	04/18/2018

Branch Office Locations

AMERIPRISE FINANCIAL SERVICES, LLC

200 Washington St Ste 280
Wausau, WI 54403

Broker Qualifications



Employment 1 of 1, continued

AMERIPRISE FINANCIAL SERVICES, LLC

980 Maritime Dr Ste 3

Manitowoc, WI 54220

AMERIPRISE FINANCIAL SERVICES, LLC

3233A Business Park Dr Ste 106

Stevens Point, WI 54482

AMERIPRISE FINANCIAL SERVICES, LLC

Wausau, WI



Broker Qualifications

Industry Exams this Broker has Passed

This section includes all securities industry exams that the broker has passed. Under limited circumstances, a broker may attain a registration after receiving an exam waiver based on exams the broker has passed and/or qualifying work experience. Any exam waivers that the broker has received are not included below. A passed exam or exam waiver does not permit a broker to do business without an active SRO or state registration.

This individual has passed 1 principal/supervisory exam, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Principal Examination	Series 24	07/14/1994

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	05/05/1994
B Investment Company Products/Variable Contracts Representative Examination	Series 6	10/19/1990

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	12/23/2004
B Uniform Securities Agent State Law Examination	Series 63	09/12/1990

Additional information about the above exams or other exams FINRA administers to brokers and other securities professionals can be found at www.finra.org/brokerqualifications/registeredrep/.



Broker Qualifications

Professional Designations

This section details that the representative has reported **1** professional designation(s).

Certified Financial Planner

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
IA 02/2006 - 05/2018	HERMENING ADVISORY SERVICES LLC	134927	WAUSAU, WI
B 05/2008 - 04/2018	FIRST ALLIED SECURITIES, INC.	32444	STEVENS POINT, WI
IA 01/2007 - 04/2018	FIRST ALLIED ADVISORY SERVICES, INC.	137888	WAUSAU, WI
B 09/1993 - 05/2008	FFP SECURITIES, INC.	16337	WAUSAU, WI
IA 06/1994 - 01/2007	FFP ADVISORY SERVICES INC	110778	WAUSAU, WI
B 01/1992 - 09/1993	INTERSECURITIES, INC.	16164	PHILADELPHIA, PA
B 10/1990 - 12/1991	FIRST AMERICAN NATIONAL SECURITIES, INC.	10111	DULUTH, GA

Employment History

This section provides up to 10 years of an individual broker's employment history as reported by the individual broker on the most recently filed Form U4.

Please note that the broker is required to provide this information only while registered with FINRA or a national securities exchange and the information is not updated via Form U4 after the broker ceases to be registered. Therefore, an employment end date of "Present" may not reflect the broker's current employment status.

Employment	Employer Name	Position	Investment Related	Employer Location
03/2020 - Present	Ameriprise Financial Services, LLC	Registered Rep	Y	Wausau, WI, United States
04/2018 - 03/2020	Ameriprise Financial Services Inc	REGISTERED REP	Y	Wausau, WI, United States
05/2008 - 04/2018	FIRST ALLIED ADVISORY SERVICES, INC.	INVESTMENT ADVISOR REPRESENTATIVE	Y	WAUSAU, WI, United States
05/2008 - 04/2018	FIRST ALLIED SECURITIES, INC.	Mass Transfer	Y	GREEN BAY, WI, United States
02/2005 - 04/2018	HERMENING ADVISORY SERVICES LLC	MANAGING MEMBER	Y	WAUSAU, WI, United States
09/1993 - 04/2018	HERMENING FINANCIAL GROUP, LLC	D/B/A	Y	WAUSAU, WI, United States

Registration and Employment History



Other Business Activities

This section includes information, if any, as provided by the broker regarding other business activities the broker is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious or fraternal and is recognized as tax exempt.

Independent Insurance Brokering; Midland National Life Insurance Co; 01/01/2008; Term Life / North American Company; 01/01/2008; . Business Ownership; Hermening Financial Group LLC; Owner; Pass through entity for business expenses; 200 Washington St., Ste. 280 Wausau, WI 54403, ,; Not Investment-Related; 02/21/2008; 1 to 9 hours per month; 1 to 9 during trading hours / Jefferson Street Inn Partnerships; Partner; Partnership; 201 Jefferson St., Wausau, WI 54403, ,; Investment-Related; 07/01/2005; 1 to 9 hours per month; 1 to 9 during trading hours. Board of Directors; Wausau Gateway Condo Association; Board Member; Wausau, WI 54403, ,; Not Investment-Related; 07/01/2005; 1 to 9 hours per month; 1 to 9 during trading hours / Child Evangelism Fellowship Wisconsin; Board Member; PO Box 443 Plover, WI 54467, ,; Not Investment-Related; 01/15/2012; 10 to 19 hours per month; 1 to 9 during trading hours / Republican Party of Marathon County; Chairman; 1489 Village Way, , Kronewetter, WI, 54445; Not Investment-Related; 03/01/2023; 1 to 9 hours per month; 1 to 9 during trading hours. Outside Employment; University of Wisconsin - Stevens Point; Adjunct Professor - Teaching; ; 2100 Main St, , Stevens Point, WI, 54481-3897; Not Investment-Related; 09/08/2022; 10 to 19 hours per month; 1 to 9 during trading hours.

Disclosure Events



What you should know about reported disclosure events:

1. All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.
2. **Certain thresholds must be met before an event is reported to CRD, for example:**
 - A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
 - A customer dispute must involve allegations that a broker engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.
 -
3. **Disclosure events in BrokerCheck reports come from different sources:**
 - As mentioned at the beginning of this report, information contained in BrokerCheck comes from brokers, brokerage firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the BrokerCheck report. The different versions will be separated by a solid line with the reporting source labeled.
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4. **There are different statuses and dispositions for disclosure events:**
 - A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" event involves allegations that have not been proven or formally adjudicated.
 - An event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" event has been concluded and its resolution is not subject to change.
 - A final event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally involves an agreement by the parties to resolve the matter. Please note that brokers and brokerage firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually involves no payment to the customer and no finding of wrongdoing on the part of the individual broker. Such matters generally involve customer disputes.

For your convenience, below is a matrix of the number and status of disclosure events involving this broker. Further information regarding these events can be found in the subsequent pages of this report. You also may wish to contact the broker to obtain further information regarding these events.

	Pending	Final	On Appeal
Customer Dispute	0	6	N/A



Disclosure Event Details

When evaluating this information, please keep in mind that a disclosure event may be pending or involve allegations that are contested and have not been resolved or proven. The matter may, in the end, be withdrawn, dismissed, resolved in favor of the broker, or concluded through a negotiated settlement for certain business reasons (e.g., to maintain customer relationships or to limit the litigation costs associated with disputing the allegations) with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to CRD and therefore some of the specific data fields contained in the report may be blank if the information was not provided to CRD.

Customer Dispute - Settled

This type of disclosure event involves a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit containing allegations of sale practice violations against the broker that resulted in a monetary settlement to the customer.

Disclosure 1 of 4

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	FIRST ALLIED SECURITIES, INC.
Allegations:	CLIENT ALLEGES AN ANNUITY WAS MISREPRESENTED TO HER AND THAT SHE WAS UNAWARE OF THE SURRENDER PERIOD WHEN SHE PURCHASED THE PRODUCT IN APRIL 2012.
Product Type:	Annuity-Variable
Alleged Damages:	\$8,958.99
Alleged Damages Amount Explanation (if amount not exact):	ALLEGED DIFFERENCE BETWEEN SURRENDER VALUE AND PURCHASE AMOUNT.
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	08/10/2012
Complaint Pending?	No
Status:	Settled



Status Date:	09/07/2012
Settlement Amount:	\$5,500.00
Individual Contribution Amount:	\$5,500.00
Broker Statement	CLIENT'S VARIABLE ANNUITY CONTRACT WAS RESCINDED. CONTRACT VALUE EXCEEDED PURCHASE PRICE, SO NO ADDITIONAL MONIES WERE PAID TO CLIENT.

Disclosure 2 of 4

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	FFP SECURITIES, INC., FFP ADVISORY SERVICES, INC., FIRST ALLIED SECURITIES, INC.
Allegations:	CLIENTS ARE ALLEGING THAT BETWEEN FALL OF 1998 AND FALL OF 2009 RR WAS 1.) IN VIOLATION OF WISCONSIN UNIFORM SECURITIES ACT; 2.) NEGLIGENCE AND UNSUITABILITY; 3.) FAILURE TO SUPERVISE AND 4.) BREACH OF FIDUCIARY DUTY.
Product Type:	Annuity-Variable Mutual Fund Other: INDIVIDUAL STOCKS, LEVERAGED INDEX FUNDS
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	NO SPECIFIC COMPENSATORY DAMAGE AMOUNT IS GIVEN.
Is this an oral complaint?	No
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	PRICE COUNTY CIRCUIT COURT
Docket/Case #:	10CV176
Filing date of arbitration/CFTC reparation or civil litigation:	12/10/2010



Customer Complaint Information

Date Complaint Received: 12/27/2010

Complaint Pending? No

Status: Evolved into Arbitration/CFTC reparation (the individual is a named party)

Status Date: 07/25/2011

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.): FINRA

Docket/Case #: 11-02162

Date Notice/Process Served: 07/25/2011

Arbitration Pending? No

Disposition: Settled

Disposition Date: 09/10/2012

Monetary Compensation Amount: \$115,000.00

Individual Contribution Amount: \$0.00

Civil Litigation Information

Type of Court: State Court

Name of Court: PRICE COUNTY CIRCUIT COURT

Location of Court: PRICE COUNTY, MI

Docket/Case #: 10CV176

Date Notice/Process Served: 12/27/2010

Litigation Pending? No

Disposition: Other: STAY OF PROCEEDINGS PENDING ARBITRATION

Disposition Date: 03/02/2011

**Broker Statement**

THE ASSERTIONS ARE FALSE. I HAVE ALWAYS USED FULL DISCLOSURE AND THE UTMOST OF DUE DILIGENCE IN 12 YEARS OF WORK ON BEHALF OF THIS CLIENT. THE RECOMMENDATIONS MADE WERE NOT ONLY SUITABLE, BUT WERE REQUESTED BY THE CLIENT. THE CLIENTS SIGNED ARBITRATION AGREEMENTS AND SHOULD BE PROHIBITED FROM FILING A SUIT IN CIRCUIT COURT.

Disclosure 3 of 4

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: FFP SECURITIES, INC.

Allegations: REP RECOMMENDED INVESTMENTS THAT WERE NOT SUITABLE FOR THE CLIENT.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$46,847.62

Customer Complaint Information

Date Complaint Received: 03/12/2007

Complaint Pending? No

Status: Arbitration/Reparation

Status Date: 08/31/2005

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: NASD 07-00246

Date Notice/Process Served: 03/12/2007

Arbitration Pending? No

Disposition: Settled

Disposition Date: 11/20/2007



Monetary Compensation Amount: \$25,000.00

Individual Contribution Amount: \$0.00

Civil Litigation Information

Court Details: STATE OF WISCONSIN/CIRCUIT COURT/MARATHON COUNTY/CASE#05CV769 (THIS INFORMATION WAS REPORTED BACK IN 8/2005 FOR THE LITIGATION).

Date Notice/Process Served: 08/31/2005

Litigation Pending? No

Disposition: Dismissed

Disposition Date: 04/14/2006

Monetary Compensation Amount: \$0.00

Individual Contribution Amount: \$0.00

Disclosure 4 of 4

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: FFP SECURITIES, INC.

Allegations: CLIENT COMPLAINS OF MARKET LOSS AND TRADING WITHOUT AUTHORIZATION.

Product Type: Mutual Fund(s)

Alleged Damages: \$5,402.49

Customer Complaint Information

Date Complaint Received: 03/07/2005

Complaint Pending? No

Status: Settled

Status Date: 06/16/2005

Settlement Amount: \$952.00



**Individual Contribution
Amount:** \$952.00



Customer Dispute - Closed-No Action / Withdrawn / Dismissed / Denied

This type of disclosure event involves (1) a consumer-initiated, investment-related arbitration or civil suit containing allegations of sales practice violations against the individual broker that was dismissed, withdrawn, or denied; or (2) a consumer-initiated, investment-related written complaint containing allegations that the broker engaged in sales practice violations resulting in compensatory damages of at least \$5,000, forgery, theft, or misappropriation, or conversion of funds or securities, which was closed without action, withdrawn, or denied.

Disclosure 1 of 2

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: FFP SECURITIES, INC.

Allegations: UNSUITABILITY. MARCH 2, 1999 CUSTOMER INVESTED MONEY IN MUTUAL FUNDS. ORIGINALLY ALL MONEY'S WERE INVESTED IN MONEY MARKET AND DOLLAR COST AVERAGED INTO EQUITY FUND.

Product Type: Mutual Fund(s)

Alleged Damages: \$10,800.00

Customer Complaint Information

Date Complaint Received: 05/23/2002

Complaint Pending? No

Status: Closed/No Action

Status Date: 06/27/2003

Settlement Amount:

Individual Contribution Amount:

Disclosure 2 of 2

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: FFP SECURITIES, INC.

Allegations: SUITABILITY

Product Type: Annuity(ies) - Variable

Alleged Damages: \$0.00

Customer Complaint Information



Date Complaint Received: 11/08/2002

Complaint Pending? No

Status: Denied

Status Date: 12/18/2002

Settlement Amount:

Individual Contribution Amount:

End of Report



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